

LA Conference Call

July 12th 2012



Infant Formula Transition Plan

Similac Soy Isomil to Enfamil Prosobee

OCTOBER 1ST 2012

Introduction



- Good morning everyone! Today I am going to talk about the Infant Formula Transition Plan for Montana State WIC that will go into effect October 1st 2012.
- The changes we will talk about on the call today are only going to affect participant's using WIC contract soy-based formula. You have seen in previous newsletters bits and pieces of the plan we hope to bring all together today and answer any questions you may have regarding this transition.
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- After today, when we outline and discuss the full transition plan you will know how to move forward, with what materials and on what time frame. This formula change will only affect the participants currently using or changing to WIC contract soy-based infant formula.

Where Did This Come From?



- The contracting group Montana is a part of (Western States Contracting Alliance) chose to spread the WIC formula spending dollars between two companies instead of going with just one – as the trend has been in the past.
- NOW:
 - Abbott Laboratories who creates the Similac product line, will be used for WIC's contract milk-based formulas
 - ✦ Similac Advance, Similac Sensitive, Similac for Spit-up
- There will be no changes to milk-based infant formula!
 - Mead Johnson who creates the Enfamil product line, will be used for WIC's contract soy-based formula
 - ✦ Enfamil Prosobee

Previous Newsletters



- As you've seen in the last couple of newsletters:
 - On July 2nd
 - ✦ The infant formula contract is changing October 1st, 2012.
 - **We asked that for the dates, from July 1st through the 15th, to please not issue any soy-based infant formula on a benefit with a start date to use of October 1st or later.**

Previous Newsletters



- On July 9th we provided additional information about the formula transition plan.
- We will go over those supporting documents on today's call.
- We provided:
 - ✦ Information Notice
 - ✦ Participant List
 - ✦ Participant Letter
 - ✦ Talking Points for Staff
 - ✦ Changing Your Infant to New Formula
 - ✦ Comparison Similac Soy Isomil vs. Enfamil Prosobee
 - ✦ Updated Medical Formula Request Form
 - ✦ Letter to healthcare providers and hospitals
 - ✦ Retail Letter

Before We Talk About Those...



- Let's go over the issuance plan.

Benefit Issuance in M-SPIRIT



- If the FDTU printed on the benefit is in July, August or September the participant will be issued Similac Soy Isomil soy-based formula.
- If the FDTU printed on the benefit is in October the participant will be issued Enfamil Prosobee.
- Here are some example scenarios.
 - 1
 - 2
 - 3
- Are there any questions?
- **Only if asked:** If a participant comes in for late pickup, benefits will issue as if they had picked up their benefits on time.

Setting Up Future Food Packages



- Based on the Participant List provided that shows the participants in your clinic using Similac Soy Isomil, we encourage you to take some time in July to go into those participant's files and set up new food prescriptions with a start date of October 1st using the Enfamil Prosobee infant formula.
 - Similac Soy Isomil will not be an available formula to choose from if the date has been changed to October 1, 2012.
- Select the date as October 1st (this date is in the future).
- Choose the Enfamil Prosobee infant formula.
- Now you won't have to think twice about issuing the correct formula because you will have already set it up.
- Any new participant that requires soy-based formula will need the same adjustment made for future food packages.

Explanation



- The Similac Soy Isomil product will expire in the system on October 1st, 2012.
- The Enfamil Prosobee product is currently available for setting up food prescriptions with the date to use of October 1st, 2012.

Clarify



- Enfamil Prosobee will not be redeemable in stores until the effective date of October 1st 2012.
 - Retailers are not required to stock Enfamil Prosobee until this date.
- We have made it available for clinics to assign in advance so food packages can be modified.
- For a smooth transition, please update affected participant's food packages as soon as possible.

Questions



- Are there any questions about this part of the plan?

Supporting Documents



- **Information Notice**

- The first supporting document was the information notice.
- This can be used as a notice for your community partners whom this formula change might also affect.
 - ✦ Remember Home Visitors, Food Banks, Shelters, Etc.
- This notice is available if you email me, Tara, at tray@mt.gov, if you would like to tailor the document to your clinic specifically.
- Are there any questions about this Information Notice?

- **List of Participants**

- We included this list to allow clinics to see which participants are currently using soy-based formula and will be effected by this change.

Supporting Documents



- Participant Letter
 - Clinic staff needs to provide this letter to current participants using soy-based formula or participants changing to soy-based formula.
 - Are there any questions about the Participant Letter?
- Talking Points for Staff
 - These were written to encourage you to think about what participants effected by this change might say.
 - This is just a sample of the types of questions participants may ask...
 - Can anyone think of any other questions that might come up in clinic regarding this change in soy-based formula?

Supporting Documents



- **Changing Your Infant to New Formula**
 - This helpful handout is already posted to the Montana WIC Website.
 - It can be found under Local Agencies > Nutrition Education > Infants and Children.
 - ✦ You may have already used this document in the past for other participants who have changed formulas.
 - ✦ This handout covers transition for powdered -type formula and concentrated-type formula.

- **Comparison between Similac Soy Isomil and Enfamil Prosobee**
 - These comparisons will provided professional staff with information about the formula composition. In terms of Nutrients and Ingredients.
 - As you can see, the composition of these formulas is very similar.
 - This information can assist you in talking with your participants about the formula change.

Supporting Documents



- Updated Medical Formula Request Form
 - This document will be posted in 2 versions on the Montana WIC Website with effective dates of use.
 - Use the old version which lists Similac Soy Isomil until September 30th
 - Use the new version which lists Enfamil Prosobee starting October 1st
 - This change to the Medical Formula Request Form will only effect a child 1 year or older who requires any contract WIC formula beyond infancy.
 - Are there any questions about this Medical Formula Request Form?

Supporting Documents



- Letter to Healthcare Providers and Hospitals
 - Local Agencies are responsible for distributing this letter to the hospitals and healthcare providers in their area.
 - This effort can be used as an outreach opportunity.
 - Please distribute this letter by the October 1st effective date.
 - Direct physicians and healthcare providers to the health care provider section of the Montana WIC website for the correct medical request form with specific dates and information.
 - Are there any questions about this Letter?
- Retail Letter
 - This letter is just for your information.
 - Local Agencies do not need to send this letter to their retailers. It will be done by the State Office.
 - Are there any questions about this Letter?

The End



- Are there any questions?